

EXHIBIT 4



The brand that built the category

Sept 2008



New Business Development - Whirlpool Confidential - Do not Distribute
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W0180808

DEPOSITION
EXHIBIT

28 CAM
10-7-09



Built the washer cleaning category

■ History

- Currently there are 14 million High Efficiency (HE) washers in consumers' homes
- Over 2.7 million new HE washers are placed in consumers' homes each year
- All manufacturers of HE washers tell their consumers that HE washers need special care to prevent residue and odor – 'Use bleach and leave the door open'
 - Bleach is a topical solution that does not reach the core issue. Thus, the odor may come back in avg. 2 weeks and dissatisfaction from consumers may be high.
- Affresh washer cleaner is the ONLY product co-developed and recommended by the largest manufacturers of HE washing machines in the U.S. – Whirlpool and Maytag
 - Effective in all HE washers Whirlpool, Maytag, LG, GE, Samsung, Kenmore, Frigidaire

■ New washer cleaning category established by Affresh brand

- \$50 million - \$195 million revenue NEW category
 - 14 million current HE washer owners – assume 50% may have odor concerns
 - 7 million potential consumer in NEED of solution to odor causing residue in their HE washer
 - Will need to use product monthly to assure the recommended maintenance of the machine
 - MSRP of current affresh™ washer cleaner = \$6.99

■ Affresh brand - strong sales velocity (*even without food and mass distribution*)

- Launched Sept 2007
- Achieved 3.6/store/week in 12 months
- National distribution through Best Buy, Sears, Lowes and Home Depot

Whirlpool and Maytag brands saw the need and co developed THE solution to odor causing residue in HE washers.

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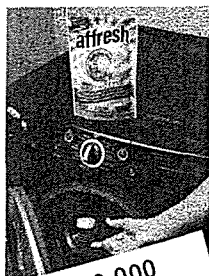
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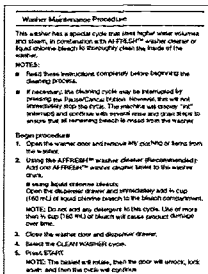
The only brand that captures the consumer IN THEIR HOME EVERYDAY.

HE washer samples



Over 800,000
sample pouches in
12 months!

Use & Care Guide —HE Washers



Affresh brand is the only brand of washer cleaner that has captured the consumer in their home everyday

— Samples in all HE washers —

- **800,000** samples of affresh washer cleaner in all Whirlpool and Maytag HE washer since Aug 2007

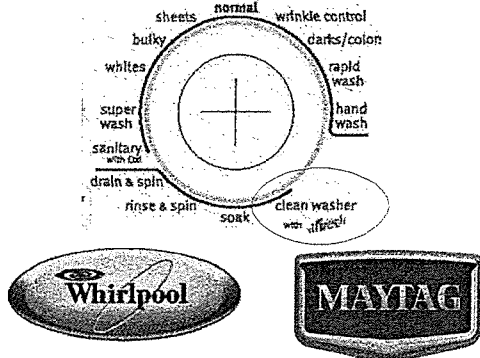
— Manufacturer recommendation

- **1.4 million** use and care guides for Whirlpool, Maytag and Amana HE washers indicate to use Affresh washer cleaner for the FIRST cycle to clean out manufacturer oil and greases. This instills a behavior at the moment of first use.
- Use and care guides for Whirlpool, Maytag and Amana indicates "Primary maintenance procedure for your new washer is affresh washer cleaner." This instills a monthly behavior.
- On package and on shelf recommendation / co-developed by the most trusted brands in laundry – Maytag and Whirlpool – powerful messaging on shelf.
- Whirlpool, Maytag and Amana service techs and call centers all recommend using affresh washer cleaner

— Brand logo and branded cycle on all HE washers

- Affresh brand logo AND dedicated affresh washer cleaning cycle on all Whirlpool, Maytag and Amana HE washers
 - **1.4 million per year**
 - consumer will see and be reminded of the affresh brand EVERYDAY they do laundry

New logo on Whirlpool and Maytag HE washing machines



Most trusted brands in laundry

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The only brand that offers consumers MULTIPLE SOLUTIONS

Maintenance

New Washer Owner

"I have a new washer and want to keep it like new."

In market NOW

MSRP \$6.99-\$7.99

Trade cost \$5.24



3 pucks to keep the new machine (0-12 months) maintained

•3 pucks – cleans where you can't reach - behind the drum

Remediation

Installed Base

"I have an odor issue and want solutions - NOW."

"I don't have an odor issue, but maybe I should clean my washer before I do."

In market NOW

MSRP \$10.99-\$11.99

Trade cost \$8.24



3 pucks PLUS 6 cleaning cloths to keep the experienced (12+ months) machine cleaner and fresher

•3 pucks – cleans where you can't reach - behind the drum

•6 cleaning cloths – cleans where you can reach - the rubber door seal

The NEW affresh™ washer cleaning kit is the TOTAL solution for HE washer cleaning.
Consumer want to clean the entire machine - behind the drum AND the rubber door seal!

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Affresh washer cleaner - 2 years of development with past and future washers in mind

■ Whirlpool tests efficacy in 8 areas of the washer

- Tub
- Plastics
- Metal basket
- Support crossing bars

■ Affresh formulated into "Puck" format and placed into the drum of the washer based on washer research

- Powders and liquids placed in the dispenser will not work with washers that have a clean wash cycle
- Any substance placed in the dispenser in a clean wash cycle will be washed down the drain during the clean & purge pre-cycle

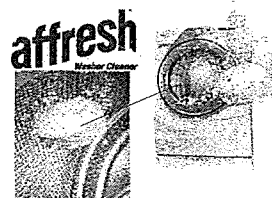
■ Affresh outperforms Tide washer cleaner (2xs as effective) *Whirlpool testing labs*

- Per Tide washer cleaner instructions: Run washer in "normal" cycle with the hot washer setting
- Normal/hot cycle
- 1 application / 1 wash

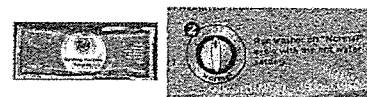
■ Independent lab chemical analysis:

- Affresh has 3x the oxidizing power
- Affresh has a stronger alkalinity index
- Tide fragrance levels are excessive which may help "mask" the odor causing residue that is not removed

Puck format



Powder format



Charaderisitics	Affresh	Tide
Oxygenated Cleaner Content <small>(Measured in Percent Hydroge Peroxide by Weight of Product)</small>	17+	5
Alkaline Clearing Power <small>(Measured in milligrams KOH per gram of Sample)</small>	28	19

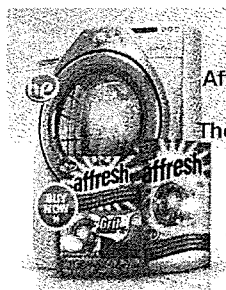
Only Affresh washer cleaner works in ALL washer cycles – Normal and Clean Wash
12 months of sales success indicate NO CONSUMER DISSATISFACTION WITH AFFRESH.

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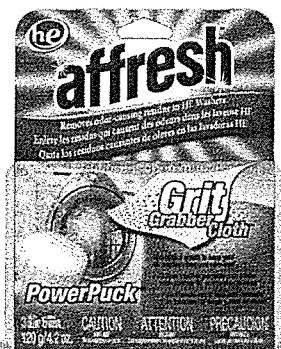
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Summary



Affresh washer cleaner

The only washer cleaner co developed and recommended by



- Affresh brand is the washer cleaner to have on shelf
 - Affresh is co-developed with the top brands in laundry and has been formulated to work in all HE washers
- Affresh brand will utilize all consumer touch points to become the brand of choice for washer cleaning
 - 1.4 million samples annually
 - 1.4 million HE washer consoles with an Affresh cycle
 - Daily consumer recommendations
 - HE washer service tech
 - Whirlpool, Maytag, Amana call center
 - Appliance sales floor associates
 - Whirlpool, Maytag, Amana use and care guides
 - Print, coupons, web and PR marketing efforts continue in 2009

Affresh washer cleaner WORKS in all HE washers (new and old) and consumers have been telling their friends for the past 12 months!

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Thanks.



*Remember...
A clean washer is a happy washer!*

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